

**Remarks/Arguments:**

Claims 1-8, 10-11, 13-16, 19 and 22-23 are pending and stand rejected.

By this Amendment, new claims 26-28 are added.

No new matter is presented by the new claims. Support for the new claims can be found throughout the original specification. For example, in the original specification at the paragraph spanning pages 25-26 and also the paragraph spanning pages 119 and 120.

**Rejections of Claims 1-8, 10-11, 13-16, 19, 22 and 23 under 35 U.S.C. §102(e)**

In the Office Action, at item 3, claims 1-8, 10-11, 13-16, 19 and 22-23 are rejected under 35 U.S.C. §102(e) as being anticipated by Dowling et al. (U.S. Publication No. 6,522,875, hereafter referred to as Dowling).

Reconsideration is respectfully requested.

**Claim 1**

Claim 1 is directed to a network system for effectuating data communications, and recites "a store display adapted to hold a plurality of products for sale to and accessible by a customer" and "a communication interface ... adapted to effectuate data communication of the in-vehicle data from said in-vehicle device to said data processing resource for selection of at least one of the products for sale."

In the Office Action, at pages 2 and 3, the Examiner contends that Dowling teaches a "store display *adapted to hold a plurality of products for sale to and accessible by a customer*, said store display equipped with a communication interface device (see col. 14, lines 57- col. 15, line 10; col. 19, lines 40-60)," (italics in original).

Dowling is directed to a geographical web browser. The portions of Dowling cited by the Examiner disclose a geographical web browser for advertising locally available items such as products and services. In Dowling, web pages are brought up on a mobile unit 105. These web pages provide directions to a shopping mall of interest because of a particular clothing store within the mall. Thus, Dowling discloses the use of a web page to display directions to a shopping mall. Although, Dowling suggests the display of stores to direct the user to a particular store, it fails to disclose, teach, or suggest "a store display adopted **to hold a plurality of**

**products for sale."** That is, display of the clothing store on a web browser is completely different from the store display, as recited in claim 1. Additionally, the store display recited in claim 1 has an interface device with a second wireless connectivity interface and a communication interface. Dowling is silent regarding such interfaces.

It is submitted that claim 1 is allowable over Dowling for at least the above-mentioned reasons.

Accordingly, Applicant respectfully requests that the rejection of claim 1 be withdrawn.

#### **Claims 13 and 19**

Claims 13 and 19, which include similar but not identical distinguishing features to those of claim 1, are submitted as allowable over Dowling for at least the reasons claim 1 is allowable.

Accordingly, Applicant respectfully requested the rejection of claims 13 and 19 be withdrawn.

#### **Claims 2-8, 10-11, 14-16 and 22-23**

Dependent claims 2-8, 10-11, 14-16 and 22-23, which include all of the limitations of one of claims 1, 13 or 19, are also submitted as allowable over Dowling for at least the same reasons as their respective independent claim is allowable. Accordingly, Applicant respectfully requests that the rejection of claims 2-8, 10-11, 14-16 and 22-23 be withdrawn.

#### **New claims 26-28**

New claim 26, which includes all of the limitations of claim 1, is submitted to patentably distinguish over the cited art for at least the same reasons as claim 1.

New claim 26 includes a patentable distinction beyond that of claim 1, namely "the store display is configured to accept input from the customer via an input device such that at least one of the products for sale is selected by the customer at the store display based on the in-vehicle data provided from the in-vehicle device." Since Dowling discloses the use of a geographical web browser for display of store information, Dowling is silent regarding such a graphical web browser being configured to accept input from the customer via an input device.

New claim 27, which includes all of the limitations of claim 1, is submitted to patentably distinguish over the cited art for at least the same reasons as claim 1.

New claim 27 includes a patentable distinction beyond that of claim 26, namely "at least one the products for sale is physically selected by the customer from the store display." Dowling does not disclose or suggest anything related to physically selecting a product for sale from the store display.

New claim 28, which includes all of the limitations of claim 1, is submitted to patentably distinguish over the cited art for at least the same reasons as claim 1.

New claim 28 includes a patentable distinction beyond that of claim 26, namely "the processing resource provides to the store display information regarding one or more products for sale that are compatible with the in-vehicle data provided from the in-vehicle device."


Consideration and approval is respectfully requested.

**Conclusion**

In view of new claims and remarks set forth above, Applicant contends that the application is in condition for allowance and such action is earnestly requested.

Respectfully submitted,

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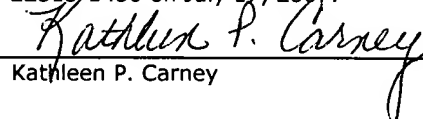
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